

ORDER



Orders

Order / Rev: 665352
 Alt Order #:
 Product Desc: MBLM Mike Bloomberg 2020 Inc
 Estimate: 0128
 Flight Dates: 02/15/20 - 02/21/20
 Original Date / Rev: 02/14/20 / 02/14/20
 Order Type: GENERAL

WGBA
 Primary AE: Margie MacDonald
 Sales Office: EWSDC
 Sales Region: NAT

Agency

Name: Assembly - Political
 Buying Contact:
 Billing Contact:
 711 3rd Ave.
 New York, NY 10017

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Bloomberg/Democrat/President
 Demographic: A35+
 Product Codes: PL Presidential, PL Federal Candidate
 Revenue Code 1: DISC
 Revenue Code 2: POL
 Revenue Code 3: CAND

New Business Thru:
 Advertiser External ID: 258366
 Agency External ID: 141061
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/20	02/21/20	80	\$11,175.00	\$9,498.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2020	80	\$11,175.00	\$9,498.75	0.00
Totals	80	\$11,175.00	\$9,498.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	Start Of Order - End Of Order	100%

Restricted Programs

9-1-1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGBA	02/15/20	02/21/20	M-F 7-9am Today Show	CM	7-9am	MTWTF--	:30	10	\$65.00	P-3	0.00	NM	10	\$650.00
				M-F 7-9am Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/20	02/21/20	MTWTF--		10				\$65.00		0.00			
N 2	WGBA	02/15/20	02/21/20	M-F 9-10am Today Third	CM	9-10am	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
				9-10am Megyn Kelly Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/20	02/21/20	MTWTF--		5				\$35.00		0.00			
N 3	WGBA	02/15/20	02/21/20	M-F 10-11a Today Hoda	CM	10-11am	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
				Today with Kathy Lee & Hoda											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/20	02/21/20	MTWTF--		5				\$25.00		0.00			
N 4	WGBA	02/15/20	02/21/20	M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
				M-F 11am-12pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/20	02/21/20	MTWTF--		5				\$25.00		0.00			
N 5	WGBA	02/15/20	02/21/20	12-1pm Days of Our Live	CM	12-1pm	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
				12-1pm Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 WGBA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					5	\$100.00		0.00			
N 6	WGBA	02/15/20	02/21/20	M-F 5pm NBC 26 News CM M-F 5pm NBC 26 News		5-530pm	MTWTF--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					5	\$75.00		0.00			
N 7	WGBA	02/15/20	02/21/20	M-F NBC Nightly News CM M-F NBC Nightly News		530-6pm	MTWTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					3	\$125.00		0.00			
N 8	WGBA	02/15/20	02/21/20	M-F 6pm NBC 26 News CM M-F 6pm NBC 26 News		6-630pm	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					5	\$110.00		0.00			
N 9	WGBA	02/15/20	02/21/20	M-F 630-7pm CM M-F 630-7pm The Now		630-7pm	MTWTF--	:30	4	\$65.00	P-3	0.00	NM	4	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					4	\$65.00		0.00			
N 10	WGBA	02/15/20	02/21/20	M-F 630-7pm CM M-F 630-7pm The Now		630-7pm	MTWTF--	1:00	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					1	\$130.00		0.00			
N 11	WGBA	02/15/20	02/21/20	M-F 10pm NBC 26 News CM M-F 10pm NBC 26 News		10-1035pm	MTWTF--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					5	\$165.00		0.00			
N 12	WGBA	02/15/20	02/21/20	M-F 1035pm Tonight Sh6M M-F 1035pm Tonight Show		1035-1135pm	MTWTF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					1	\$100.00		0.00			
N 13	WGBA	02/15/20	02/21/20	M-F 1035pm Tonight Sh6M M-F 1035pm Tonight Show		1035-1135pm	MTWTF--	1:00	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					3	\$200.00		0.00			
N 14	WGBA	02/15/20	02/21/20	M-F 1137pm Late Night CM M-F 1137pm Late Night		1137pm-1236am	MTWTF--	:30	4	\$25.00	P-3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					4	\$25.00		0.00			
N 15	WGBA	02/15/20	02/21/20	Monday Prime Special CM Monday Prime Special		7-9pm	M-----	:30	2	\$625.00	P-3	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	M-----					2	\$625.00		0.00			
N 16	WGBA	02/15/20	02/21/20	Monday Prime C CM Monday NBC Prime C		9-10pm	M-----	1:00	1	\$1,050.00	P-3	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	M-----					1	\$1,050.00		0.00			
N 17	WGBA	02/15/20	02/21/20	Tuesday Prime A CM Tuesday NBC Prime A		7-8pm	-T-----	:30	1	\$1,125.00	P-3	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-T-----					1	\$1,125.00		0.00			
N 18	WGBA	02/15/20	02/21/20	Tuesday Prime C CM Tuesday NBC Prime C		9-10pm	-T-----	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-T-----					1	\$625.00		0.00			
N 19	WGBA	02/15/20	02/21/20	Thursday Prime C CM Thursday NBC Prime C		9-10pm	---T---	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	---T---					1	\$425.00		0.00			
N 20	WGBA	02/15/20	02/21/20		CM	7-8pm		:30	1	\$250.00	P-3	0.00	NM	1	\$250.00

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WGBA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Friday Prime A -----F--															
Friday NBC Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----F--					1	\$250.00		0.00			
N 21	WGBA	02/15/20	02/21/20	Friday Prime Special	CM	8-10pm	-----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Friday Prime Special															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----F--					1	\$250.00		0.00			
N 22	WGBA	02/15/20	02/21/20	SUN 10pm NBC 26 News	CM	10-1035pm	-----S	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
SUN 10pm NBC 26 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$165.00		0.00			
N 23	WGBA	02/15/20	02/21/20	Saturday Night Live	CM	1030pm-12am	-----S-	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
Saturday Night Live															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S-					2	\$200.00		0.00			
N 24	WGBA	02/15/20	02/21/20	SU 5pm NBC 26 News	CM	5-530pm	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
SU 5pm NBC 26 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$75.00		0.00			
N 25	WGBA	02/15/20	02/21/20	Sunday Prime C	CM	8-9pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Sunday NBC Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$250.00		0.00			
N 26	WGBA	02/15/20	02/21/20	Sunday Prime D	CM	9-10pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Sunday NBC Prime D															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$250.00		0.00			
N 27	WGBA	02/15/20	02/21/20	SU 1035pm	CM	1035-1105pm	-----S	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
SU 1035pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$35.00		0.00			
N 28	WGBA	02/15/20	02/21/20	SU 1105pm	CM	1105pm-1135am	-----S	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
SU 1105pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$35.00		0.00			
N 29	WGBA	02/15/20	02/21/20	SU Outdoorsman	CM	1135pm-1205am	-----S	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
SU Outdoorsman															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$25.00		0.00			
N 30	WGBA	02/15/20	02/21/20	SU 1205am	CM	1205-105am	-----S	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
SU 1205am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	-----S					1	\$25.00		0.00			
N 31	WGBA	02/15/20	02/21/20	M-F 1137pm Late Night	CM	1137pm-1236am	MTWTF--	1:00	1	\$50.00	P-3	0.00	NM	1	\$50.00
M-F 1137pm Late Night															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/15/20		02/15/20	02/21/20	MTWTF--					1	\$50.00		0.00			
													Totals	80	\$11,175.00